AMENDMENTS TO THE CLAIMS

1.   (Currently Amended) A method comprising:

broadcasting first content descriptors to a client, the first content descriptors

describing content for broadcast;

prioritizing the content in response to a feedback received from the client,

wherein the feedback is automatically generated transparent to the client

based on an amount of content consumed by the client;

broadcasting second content descriptors, the second content descriptors describing

the prioritized content for broadcast;

broadcasting the prioritized content to the client;

receiving a demand table having rankings of the prioritized content based on user

interests, the demand table is created and updated at the client in response

to filtering of the prioritized content based on the user interests being

performed at the client, wherein the demand table is received in response

to a signal received at the client from a server, or the demand table is

received automatically at a predetermined time;

refining the prioritized content into demanded content based on the demand table;

and

broadcasting the demanded content to the client.

Claim 2-80.   (Cancelled)

81.   (Previously Presented) The method of claim 1, wherein the feedback received

from the client is received in a batch.

82.   (Currently Amended) The method of claim 1, further comprising staggering

sending the feedback to a the server by the client, wherein the staggering is based

on a last time the client sent feedback to the server.

83.-86 (Cancelled)

87.   (Previously Presented) The method of claim 1, wherein the content first and

second content descriptors include metadata to describe one or more of the

content, the prioritized content, and the demanded content.

88.   (Previously Presented) The method of claim 1, further comprising generating the

second content descriptors in response to the feedback received from the client,

the feedback including a demand indicating a level of desirability for the content.

89.   (Cancelled)

90.   (Previously Presented) The method of claim 1, further comprising updating a

descriptor table at the client in accordance with the first and second content

descriptors.

91.   (Currently Amended) A machine-readable medium comprising instructions which

when executed, cause a machine to:

broadcast first content descriptors to a client, the first content descriptors

describing content for broadcast;

prioritize the content in response to a feedback received from the client, wherein

the feedback is automatically generated transparent to the client based on

an amount of content consumed by the client;

broadcast second content descriptors, the second content descriptors describing

the prioritized content for broadcast; and

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broadcast the prioritized content to the client;

receiving a demand table having rankings of the prioritized content based on user

interests, the demand table is created and updated at the client in response

to filtering of the prioritized content based on the user interests being

performed at the client. wherein the demand table is received in response

to a signal received at the client from a server. or the demand table is

received automatically at a predetermined time;

refining the prioritized content into demanded content based on the demand table;

and

broadcasting the demanded content to the client.

92.   (Previously Presented) The machine-readable medium of claim 91, wherein the

feedback received from the client is received in a batch.

93.   (Currently Amended) The machine-readable medium of claim 91, wherein the

client stagger sending the feedback to a-the server, wherein the staggering is based

on a last time the client sent feedback to the server.

94.   (Cancelled)

95.   (Currently Amended) A system comprising:

a client; and

a server coupled to the client to

broadcast first content descriptors to the client, the first content descriptors

describing content for broadcast,

prioritize the content in response to a feedback received from the client,

wherein the feedback is automatically generated transparent to the

client based on an amount of content consumed by the client,

broadcast second content descriptors, the second content descriptors

describing the prioritized content for broadcast,

broadcast the prioritized content to the client,

receive a demand table having rankings of the prioritized content based on

user interests, the demand table is created and updated at the client

in response to filtering of the prioritized content based on the user

interests being performed at the client, wherein the demand table is

received in response to a signal received at the client from the

server, or the demand table is received automatically at a

predetermined time,

refine the prioritized content into demanded content based on the demand

table, and

broadcast the demanded content to the client.

96.   (Original) The system of claim 95, wherein the feedback received from the client
is received in a batch.

97.   (Previously Presented) The system of claim 95, wherein the client staggers
sending the feedback to the server, wherein the staggering is based on a last time
the client sent feedback to the server.

98.   (Cancelled)

99.　(Currently Amended) An apparatus comprising:

a network including a first computer system coupled to a second computer system, the first computer system to

broadcast first content descriptors to the second computer system, the first content descriptors describing content for broadcast,

prioritize the content in response to a feedback received from the second computer system, wherein the feedback is automatically generated transparent to the second computer system based on the amount of content consumed by the second computer system,

broadcast second content descriptors, the second content descriptors describing the prioritized content for broadcast,

broadcast the prioritized content to the second computer system[[.]],

receive a demand table having rankings of the prioritized content based on user interests, the demand table is created and updated at the client in response to filtering of the prioritized content based on the user interests being performed at the client, wherein the demand table is received in response to a signal received at the second computer system from the first computer system, or the demand table is received automatically at a predetermined time,　　　　　　　　　　　　　,

refine the prioritized content into demanded content based on the demand table, and

broadcast the demanded content to the client.

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100. (Original) The apparatus of claim 99, wherein the first computer system comprises a server, and the second computer system comprises a client.

101. (Original) The apparatus of claim 99, wherein the feedback received from the second computer system is received in a batch.

102. (Previously Presented) The apparatus of claim 99, wherein the second computer system staggers sending the feedback to the first computer system, wherein the staggering is based on a last time the second computer system sent feedback to the first computer system.

103. (Cancelled)

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